

# ORDER



**Orders**  
**Order / Rev:** 185591  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 1798 Sked A  
**Flight Dates:** 09/19/12 - 09/24/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	30	\$29,800.00	\$25,330.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$29,800.00	\$25,330.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$29,800.00</b>	<b>\$25,330.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KMGH	25%	\$29,800.00
Market	100%	\$119,200.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	23%	\$27,416.00
KDEN+	0%	\$0.00
KDVR+	18%	\$21,456.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	2%	\$2,384.00
KUSA	29%	\$34,568.00
KWGN	3%	\$3,576.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/19/12	09/21/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	--WTF--	:30	4	\$400.00	P3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					4	\$400.00		0.00			
N 2	KMGH	09/24/12	09/24/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$400.00		0.00			
N 3	KMGH	09/19/12	09/21/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	--WTF--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					1	\$450.00		0.00			
N 4	KMGH	09/22/12	09/22/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$125.00		0.00			
N 5	KMGH	09/22/12	09/22/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$150.00	PREE	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$150.00		0.00			
N 6	KMGH	09/23/12	09/23/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$200.00		0.00			
N 7	KMGH	09/23/12	09/23/12	THIS WEEK w/George This Week	CA	8A-9A	-----S	:30	1	\$400.00	PREE	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$400.00		0.00			
N 8	KMGH	09/23/12	09/23/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$225.00		0.00			
N 9	KMGH	09/19/12	09/21/12	The View THE VIEW	CA	10A-11A	--WTF--	:30	2	\$825.00	P2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					2	\$825.00		0.00			
N 10	KMGH	09/19/12	09/21/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	--WTF--	:30	2	\$375.00	P2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					2	\$375.00		0.00			
N 11	KMGH	09/24/12	09/24/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	M-----	:30	1	\$375.00	P2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$375.00		0.00			
N 12	KMGH	09/19/12	09/21/12	The CHEW The CHEW	CA	1157A-1P	--WTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					2	\$300.00		0.00			
N 13	KMGH	09/22/12	09/22/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
N 14	KMGH	09/19/12	09/19/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$3,275.00	P1	0.00	NM	1	\$3,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$3,275.00		0.00			
N 15	KMGH	09/19/12	09/19/12	Suburgatory Suburgatory	CA	830P-9P	--W----	:30	1	\$1,525.00	PREE	0.00	NM	1	\$1,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N15	KMGH	09/19/12	09/19/12	Suburgatory Suburgatory	CA	830P-9P	--W----	:30	1	\$1,525.00	PREE	0.00	NM	1	\$1,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1			\$1,525.00			0.00			
N16	KMGH	09/20/12	09/20/12	ABC Thurs C ABC Thurs C	CA	9P-10P	---T---	:30	1	\$4,550.00	P1	0.00	NM	1	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1			\$4,550.00			0.00			
N17	KMGH	09/21/12	09/21/12	ABC Fri B ABC Fri B	CA	8P-9P	----F--	:30	1	\$1,575.00	P2	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1			\$1,575.00			0.00			
N18	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys Prime Time Emmys	CA	6P-9P	-----S	:30	1	\$7,000.00	P1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$7,000.00			0.00			
N19	KMGH	09/19/12	09/21/12	Nightline Nightline	CA	1037P-1103P	--WTF--	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		2			\$800.00			0.00			
N20	KMGH	09/24/12	09/24/12	Nightline Nightline	CA	1037P-1103P	M-----	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$800.00			0.00			
N21	KMGH	09/19/12	09/23/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	--WTF-S	:30	3	\$750.00	P3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF-S		3			\$750.00			0.00			
Totals													30	\$29,800.00	